Slim and fit –

the new thermal transfer printers for jewellery

labels

Small devices, space-saving and precise, this is what the world of jewellery and watches appreciates when it comes to label printing. Extra4 Labelling Systems presents such devices in a particularly slim layout on the occasion of Inhorgenta 2013: RT series printers by Godex.

The market for thermal transfer printers is under constant observation of the label printing specialist from the Pforzheim area. When looking at it under the special interests of the jewellery and watchmaking industry, two new models can be recommended: the Godex RT200 and 230 and the Godex RT200i or 230i. Both printers are available in versions with a resolution of 200 and 300 dpi each.

All units of the RT series have one feature in common: it is the extremely slim design. With dimensions of approximately 24 x 14 x 18 cm L x W x H they skimp on floor space and space requirements. But they have to be limited to a track width of 60 mm, which limits the range of usable labels. In turn, this has already been taken into account by eXtra4 Labelling Systems by Ferdinand Eisele GmbH: the

most common label forms, adjusted accordingly, can be obtained there from stock.

Despite the reduced dimensions, the user does not need to accept any compromise on printing precision with the devices. A solid print head mechanism provides for automatic accurate positioning of the pressure pad. Precise label track-guidance guarantees the correct placement of the printed image. With both devices, the transmissive sensor is fixed, and on the other hand, the reflectance sensor can be positioned freely, making it easier to set up especially smaller labels that are widespread in the jewellery and watchmaking industry.

The RT series holds an additional plus on top: the fine-tuning of newly inserted labels is done automatically by pressing a button, without the usual cumbersome procedure. A corresponding button is located on the rear panel.

The design of the case as a so-called clam shell also turns out to be advantageous in terms of handling: the print head is integrated in the device cover and opens completely when you flip up the case. For the user, this means no more annoying looping strips of material when inserting a new roll or when changing labels, which excludes an incorrect operation in this area and thus a common source of error in practice.

The slim Godex printers display a significant difference to other narrow printers on the equipment with interfaces: while other models are only optionally equipped with a network port in addition to the serial and USB port, the Godex RT series has this standard equipment in every device. Thus, with a Godex printer you can always select the secure network connection during installation in any case. As a network is already available in most installation sites via the Internet supply, this allows the user a more reliable operation without additional expense and this even from different workplaces.

The RT series offers different displays. Only the models RT200i and RT230i have a coloured TFT display with navigation button. So they can be run offline without a PC connected. Label data can then be collected by a separate USB keyboard. Only the corresponding device type provides the necessary second USB port.

With all these extras the interested buyer is likely to expect a high price. – But far from it. Here, too, the new "small ones" from the Taiwanese manufacturer do surprise and position themselves much cheaper than the structurally closest competitor. Even the stand-alone model with display costs only 100 € in addition to the basic price.

"Especially due to its continuous efforts to tailor new equipment especially to our needs, which means the needs of label printing in

the jewellery and watchmaking industry, the Taiwanese manufacturer Godex has actively moved into the focus of our attention," describes Alex Schickel, CEO of Ferdinand Eisele GmbH, his experience in recent years. "In the meantime, we have become known in the market for considering all new appliances carefully to their suitability for our purposes, and are therefore in close contact with many manufacturers." The company's certifications as an authorized dealer for Godex but also for other manufacturers demonstrate that. "This close collaboration," says Schickel, "puts us in a position to resolve technical problems particularly fast or a priori rule them out completely." So also the Godex thermal transfer printers have been optimized on the software side following their launch on the market in July 2012 according to the label specialists' specifications. Interested parties can convince themselves of the "fitness" of the slim Godex printers: at Inhorgenta 2013 in Munich, Hall A2, Booth 405.

Images with subtitles

Fig. 1 Thermal transfer printer RT200i/230i by Godex

Fig. 2 Thermal transfer printer RT200/230 by Godex

Fig. 3 Clam-shell design of the thermal transfer printer RT-series

by Godex